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CONSUMER TIME

WHAT'S COOKING NEIGHBOR

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NETWORK: NBC

DATE: September 21, 1946

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CONSUMER TIME is restricted to network broadcast of the  
program...presented for more than thirteen years in the  
interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are Mrs. Freyman and Johnny.
5. JOHN: Today's the day for our special United Nations program, Mrs. Freyman.
6. FREYMAN: That's right, Johnny, to celebrate United Nations Week which starts Monday. And we've invited three of the most charming ladies of the United Nations to visit CONSUMER TIME today. They are the wife of the Cuban Ambassador the wife of the French Ambassador, and the wife of the First Secretary of the Indian Agency General.
7. JOHN: And the subject up for discussion is food...all because Mrs. Freyman likes to eat.



8. FREYMAN: Yes I do like to eat...and to cook too...and I also like to know what other people are eating. I feel that if I knew what people in other countries eat...how they fix their food... I'd know the people better and isn't that what the success of the United Nations depends on, Johnny? Understanding and... teamwork?
9. JOHN: Mm! Hmm...if there's one thing all the people in the world have in common...it's that old habit of eating.
10. FREYMAN: And I want to know what it is about French cooking that makes it so...French...and how they fix their favorite foods in India ...and Cuba.
11. JOHN: Well then let's ask Senora Guillermo de Belt, the wife of the Cuban Ambassador, just what's cooking in Cuba.
12. SENORA DE BELT: Lots of good things to eat, Johnny and Mrs. Freyman...and some are very similar to the food you serve here in the United States. But I think sugar plays a much more important role in Cuba.
13. FREYMAN: Then Cuban food is sweeter than ours?
14. SENORA DE BELT: Not only that, but the children are always drinking sugar and water...just as young people here like carbonated drinks.
15. FREYMAN: They just mix the sugar and water?
16. SENORA DE BELT: That's right....They love it...and it doesn't seem to hurt them any.
17. JOHN: Is it refined sugar they use, Senora?
18. SENORA DE BELT: Either the brown or the refined. And the Cuban children love molasses spread on bread too. Incidentally while we're still on the subject of sugar, I might tell you that most of the sugar distributed by UNRRA for relief is donated by Cuba as a gift.



19. FREYMAN: Well...that is a very generous gesture.
20. SENORA DE BELT: Our favorite drink in Cuba is coffee...in fact it's the symbol of hospitality. Even in the humblest house...way off in the country...if they have nothing else to offer guests ...they'll always have coffee in the house.
21. JOHN: Plenty of coffee to wash down that hot Cuban food, huh?
22. SENORA DE BELT: Well no....Cuban food isn't spiced at all, as a matter of fact.
23. FREYMAN: See, Johnny, I told you we didn't know very much about what people in other countries ate. I was sure that all the Central and South American countries ate very hot food.
24. JOHN: Me too.
25. SENORA DE BELT: Well, you see Cuban food is most like the food from Spain...with some French influence and so it isn't very highly spiced.
26. FREYMAN: Senora, what are the main dishes in Cuba?
27. SENORA DE BELT: Rice is a staple food in Cuba...and corn is important too. Rice and chicken is probably our national dish.... Then rice and fish...paella...is very popular too. Both of these dishes are direct inheritances from Spain.
28. FREYMAN: How do you cook the corn in Cuba, Senora?
29. SENORA DE BELT: Right in the husk...all covered up with its leaves, you know.
30. JOHN: How about other vegetables in Cuba?
31. SENORA DE BELT: Well, Johnny, we have all the vegetables common here in the United States...but we also have some other root vegetables that are very popular...like the uka...that's an Indian name.

The first part of the paper discusses the importance of maintaining accurate records of all transactions. It is essential for the business to have a clear and concise record of all income and expenses. This will help in the preparation of the annual financial statements and will also be useful for tax purposes.

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32. FREYMAN: I'll bet there are plenty of bananas in Cuba.
33. SENORA DE BELT: Oh yes...all kinds of bananas...served every way you can think of.
34. FREYMAN: Probably many ways I've never thought of.
35. SENORA DE BELT: Have you ever had banana chips? They're wonderful... made just like potato chips...sliced thin and fried. And then there's the guava which grows wild.
36. FREYMAN: I've had guava jelly...it's delicious.
37. SENOR DE BELT: Then you'd probably like guava paste. Cuban bakeries make guava into bars and then we use it in sandwiches or with cheese. A lot of our pastry is filled with guava paste too.
38. JOHN: You have plenty of other fruit growing in Cuba, don't you, Senora?
39. SENORA DE BELT: Oh yes...when you visit Cuba you must try the guanabana. It has a delicious mushy white pulp with small black pits. We often serve the pulp stirred into a glass of cold milk. Then there are coconuts. We have many desserts made with coconut and egg.... And we have mangoes, pineapple and plenty of citrus. And avacados.
40. JOHN: Ah...avacados!
41. SENORA DE BELT: Do you like them, Johnny?
42. JOHN: I'll say I do.
43. SENORA DE BELT: Then you'd like Cuba...because the avacados are about three times the size of the ones you can buy here.
44. FREYMAN: Do you serve the avocados the same way we do here?
45. SENORA DE BELT: Yes, I think so...in a salad with a little dressing.
46. JOHN: Well, Senora, what do you think of our North American food?



47. SENORA DE BELT: Oh I like it very much. It's much easier to keep slim with North American food than it is with our heavier Cuban dishes....We don't stress salads, you see.
48. FREYMAN: Have you tried our hamburgers?
49. SENORA DE BELT: Oh yes...and hot dogs and soft drinks...my children are just crazy about all of them. And your milk here is the best in the world, as far as I'm concerned....
50. FREYMAN: Well, thank you Senora de Belt, for telling us about Cuban food, and your impressions of our food.
51. JOHN: And now to tell us about French cooking, we're pleased to have Madame Henri Bonnet, the wife of the French Ambassador.
52. MME. BONNET: Well, Mrs. Freyman and Johnny, because of the war, French cooking is a little different now. In the first place, we don't have all the foods we used to have. And then salaries are so low that it's hard to buy what you need.
53. FREYMAN: So the accent is on thrifty cooking?
54. MME. BONNET: That's right. But we still have our traditional dishes as much as possible. The pates, for instance, those are the chopped geese livers...and duck livers too.
55. JOHN: Well, pate de fois gras is quite a delicacy over here too, Mme. Bonnet.
56. MME. BONNET: Well, in France, we consider it a delicacy too...but not in quite the same way. You see, it isn't expensive if you buy the livers and make the pate yourself. This is especially true in the country where they raise their own geese and ducks.



57. FREYMAN: Mme. Bonnet, would you tell us the mystery of that wonderful creation, the French salad?
58. MME. BONNET: Well, I'll try. The trick is to use very good ingredients. First a very good oil for your salad dressing.
59. JOHN: Is that olive oil?
60. MME. BONNET: Well in different parts of France, we use different oils. There's olive oil...and peanut oil...and in the center of France, they often use the walnut oil. But whichever is used, it must be good quality.
61. FREYMAN: Do you use a special kind of vinegar?
62. MME. BONNET: Oh yes...a very good vinegar...made at home in a big crock. Then in with the oil and the vinegar we put salt, and very finely minced chives and tarragon leaves. And then we wait until just before it's time to serve the salad to mix the vegetables with the dressing.
63. FREYMAN: Is there any particular way to combine them?
64. MME. BONNET: There's an old saying that goes...."Be a spendthrift with the oil, a miser with the vinegar, and a mad man when you toss the salad together."
65. FREYMAN: Another thing that's always fascinated me about French cooking is souffles...but I always worry about them falling.
66. MME. BONNET: Well, souffles are a very important part of French cooking. We have them as a luncheon dish...or as a dessert....And of course every good meal has a dessert. So it would never do to have souffle fall.
66. JOHN: Well, how do you prevent it?
67. MME. BONNET: We simply follow the saying...."You have to wait for a souffle...a souffle never waits for you."



68. JOHN: Madame Bonnet, do you have Victory gardens in France?
69. MME. BONNET: No we don't...you see there just isn't space for a garden in a French city. But in the country it's different. There they raise their own food and they always have a few chickens and ducks if there is a pond.
70. FREYMAN: Then food's a little more plentiful in the country now?
71. MME. BONNET: Yes it is. Did I mention that the country people eat a great many rabbits? Well, the rabbits saved their lives during the war.
72. JOHN: How's that?
73. MME. BONNET: The Germans took their cattle and the poultry...so the people ate the rabbits.
74. JOHN: Well...good for the rabbits.
75. FREYMAN: Madame Bonnet, I wonder if the French housewives do any canning at home, the way we do here?
76. MME. BONNET: Yes indeed they do....We don't use very many commercially canned foods in France, but the farm housewives put up all their own fruits and vegetables in glass jars. And they make their own jam too.
77. JOHN: And now that important question...what do you think of American food?
78. MME. BONNET: Oh I think it's very good...especially your corn fritters and the fried chicken. In fact there's only one thing I do not like and that's fruit salad with mayonnaise. It's good...but I don't care for it. And I certainly agree with Senora de Belt about your American milk. It's excellent. You know, children in Europe don't like milk, because we have to boil it.





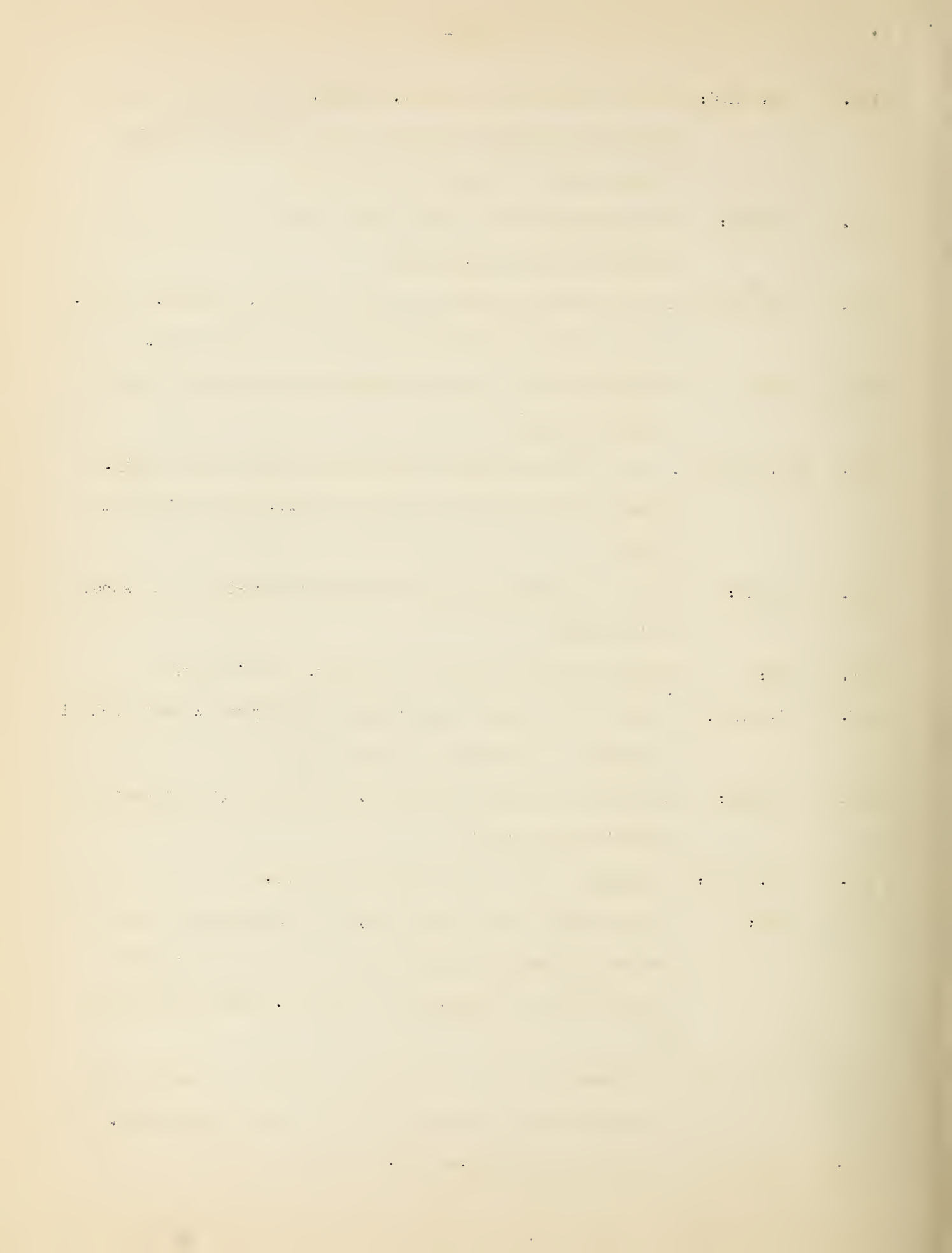
79. JOHN: I don't blame them.
80. FREYMAN: Well, Madame Bonnet, your comments on our food are very interesting...almost as interesting as what you told us about French cooking.
81. MME. BONNET: Well French cooking is a little different now, of course. French women are doing a lot of improvising...because of less food and low salaries as I said before. There was a cook book written during the war called "Cooking Without " that's still popular. But we hope it's going to be "cooking with" next year.
82. FREYMAN: Well we all sincerely hope that will be so, too.
83. JOHN: Yes, and thank you for being with us today, Madame Bonnet.
84. FREYMAN: And now our last guest who comes from a country on the other side of the world  
/ but I think she'll bring it nearer when we hear about food in India. Mrs. M. O. A. Baig is the wife of the First Secretary of the Indian Agency General.
85. JOHN: Mrs. Baig, am I right that the two main groups of peoples in India, the Hindus and the Moslems eat different foods?
86. MRS. BAIG: Yes, that is true, Johnny. The Hindus are generally vegetarians. And the most orthodox Hindus never eat meat, fish, or eggs. But even the Hindus that do eat meat, never eat beef...because the cow is sacred.
87. FREYMAN: Well, how about the Moslems, Mrs. Baig?
88. MRS. BAIG: We Moslems eat everything except pork...because we consider the pig is an animal with unclean habits. But I think for all of India it's safe to say that grains, rice, vegetables, milk and other dairy products are the staple foods. And the most important of the grains is chana.



89. JOHN: "Chana"...that's a new one on me.
90. MRS. BAIG: Perhaps you know it as the chick-pea, Johnny. We get a flour called basen from the chick-pea. This grain is so vital to the Indian diet that it's an important food in the Hindu festivities every Spring and Autumn. And there are many tales about it in Indian history.
91. FREYMAN: Oh I'd love to hear one, Mrs. Baig. Wouldn't you, Johnny?
92. JOHN: Mmm hmm.
93. MRS. BAIG: One story is about the famous emperor who built the still more famous Taj-Mahal for his beloved queen. In later life, the emperor was imprisoned by his son and he was allowed to choose one grain only for his daily diet.
94. FREYMAN: That was probably the most important decision the emperor ever had to make.
95. MRS. BAIG: Yes...so he consulted his cook. And the cook advised the emperor to ask for chick-pea. The cook said, "With this grain, my master shall eat a different dish at every meal of every day."
96. FREYMAN: Now I can understand how important the chick-pea is in India, if so many different dishes can be made from it.
97. JOHN: Or else the Emperor's cook was very versatile.
98. MRS. BAIG: Well, I think it's a little of both. You can make many many delicious and varied appetizers and sweets from the chick-pea. But I think the Indian housewife deserves a lot of credit too...because she turns the humble chick-pea into the most royal dishes.
99. JOHN: She really camouflages them.



100. MRS. BAIG: That's a good way to put it, Johnny. And in India we use spices to camouflage the food too. In fact we use about fifteen kinds of spices in every dish.
101. FREYMAN: Goodness...that is a lot. What are some of the common spices in India, Mrs. Baig?
102. MRS. BAIG: We have cinnamon, cloves, carom, ginger, mustard, garlic, salt, and black and red pepper...just to name a few.
103. JOHN: Well, what's the reason for using so many spices in one dish, Mrs. Baig?
104. MRS. BAIG: There are two reasons, Johnny...the climate and poverty. Spices help to vary the cheaper foods...and to make them tasty.
105. FREYMAN: That is important...especially when the world's food supply is so short.
106. JOHN: Mrs. Baig...you were born in Turkey, weren't you?
107. MRS. BAIG: That's right...but I was brought up in Egypt, went to school in England and married in India.
108. FREYMAN: And now you're here in America. Is there any continent you haven't visited yet?
109. MRS. BAIG: Australia seems to be the only one left.
110. JOHN: To get back to food, Mrs. Baig, I was wondering if there was any difference between the foods in the Near East and the Middle East...and if there is, could you explain it.
111. MRS. BAIG: There definitely is a difference, Johnny. In Turkey and the rest of the Near East, they use very little spices.
112. JOHN: Very little spices...am I right?



113. MRS. BAIG: And the three main foods in Turkey are olive oil, buttermilk, and rice. I really could talk for hours about Turkish food...but I'll just tell you one more thing that may interest you. And that's that Turkish dishes are simmered a long time...in fact most dishes never take under two hours to cook.
114. FREYMAN: Well, you certainly must get some interesting flavors blended in that time.
115. JOHN: And now I think we'd better put Mrs. Baig on the spot with our question...."What do you think of American food?"
116. FREYMAN: Yes, Mrs. Baig, after visiting every continent except Australia, what do you think of American food?
117. MRS. BAIG: I can answer in two words....It's terrific.
118. FREYMAN: Have you tasted our hot dogs and hamburgers?
119. MRS. BAIG: Yes...as a matter of fact, I had sampled them in Europe. You know, there's no such thing as an American restaurant in Europe, but they do have soda fountains and sandwich shops. So you might say I had a preview of American food. And I might add a more serious comment, that American food is much better balanced than any in Europe or Asia in my opinion.
120. FREYMAN: Well, thank you, Mrs. M.O.A. Baig of India for visiting CONSUMER TIME today. Well, Johnny, I feel as if I know some of my neighbors in the United Nations a little better now. And I'm going to know more about the United Nations ...how and why it works. I think we women have a real opportunity to do something about this post war world.... Now don't laugh, Johnny.





121. JOHN: (SERIOUS) I won't...go on.
122. FREYMAN: Well, I think women in this country have been kind of lazy about voting...and choosing good people to put in office. But I've made up my mind I'm not going to be...on a national scale or an international scale. So I'm going to find out all I can on the United Nations. There! I've said my say ...and I'm glad.
123. JOHN: Well....I think it was a good "say" for this atomic age. And incidentally, Mrs. Freyman, next week we'll have another program that will help you keep up with the United Nations.
124. FREYMAN: What's it going to be, Johnny?
125. JOHN: A report from Copenhagen....You know the F. A. O., the Food and Agriculture Organization of the United Nations, recently held a conference in Copenhagen to make plans for the world's food future. We're going to tell just what went on at that conference, and what it means to each and every one of us as consumers in this country. So be sure to be with us next Saturday for another edition of
126. SOUND: CASH REGISTER
127. ANNCR: CONSUMER TIME
128. SOUND: CASH REGISTER....CLOSE DRAWER.
129. ANNCR: Today's CONSUMER TIME guests were Senora de Belt, wife of the Cuban Ambassador, Madame Bonnet, wife of the French Ambassador, and Mrs. M.O.A. Baig, wife of the First Secretary of the Indian Agency General.



130. ANNCR: CONSUMER TIME, written by Eleanor Miller, and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC, the National Broadcasting Company.

